THE HOUSE OF STOKES

1881-1926

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1881-1926

A RECORD

TOGETHER WITH SOME LETTERS FROM AUTHORS ON THE FORTY-FIFTH ANNIVERSARY OF THE ESTABLISHMENT OF THE PUBLISHING HOUSE OF FREDERICK A. STOKES COMPANY

NEW YORK FREDERICK A. STOKES COMPANY MCMXXVI

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THE HOUSE OF STOKES

NEW YORK CITY

THE house of Stokes was established in 1881 by Frederick A. Stokes two years after his graduation from Yale and one year after his first introduction to book publishing.

The first office was at 1152 Broadway. Since its few years at that address the house has survived two fires and several removals. It was the pioneer of the now numerous publishing houses on Fourth Avenue, where it rented the former Tiffany Studios building. Outgrowing these quarters, the Company removed to its present location at 30th Street and Fourth Avenue.

OFFICERS AND DIRECTORS

The officers of the Company are Frederick A. Stokes, President, Maynard A. Dominick, Treasurer, and Horace W. Stokes, Secretary.

24547

Mr. Stokes, Sr., has been the President of the American Publishers' Association and was active in the organization of the National Association of Book Publishers, of which he was the pro-tem first President. He has occupied official positions in various organizations having to do with literature, music and art. Mr. Dominick has been with the Company since boyhood and is one of the best known and best liked men in the publishing business. He has a large circle of friends among British authors, publishers and literary agents. Mr. Horace W. Stokes (Yale, 1909) has had practical newspaper experience and subsequent valuable training in advertising and publicity work and as a writer.

Mr. Henry F. Savage, who has recently been made a Director of the Company, has been with the House for nearly a quarter of a century and has had an important experience as head of the Sales Department.

Mr. George F. Foster was for many years prior to his death Treasurer of the Company.

Mr. A. Victor Barnes, now Vice-President of The American Book Company, served as Secretary; and Mr. William Morrow, now President of William Morrow & Co., Inc., was Secretary for nineteen years.

POLICY

To maintain its standards the Company has frequently published books because of their literary or artistic value, although believing they were likely to involve financial loss. Conversely, salacious books lacking literary merit, which the Company was confident would have, and which subsequently did have, very large sales, were refused because the motives of their authors were clearly evident.

Freedom for the author—once his work is accepted—is a principle consistently followed in the Stokes offices. For creative work the effort is made thoroughly to understand the author's purpose and if criticism or suggestion is offered this is done with the thought of helping the author to a better realization of his own conception.

PRACTICE

The practice of the house is to cover the English-speaking world through competent traveling representatives; to maintain expert editorial, advertising and publicity departments; to advertise largely; but to avoid exaggeration in presenting its books.

An important department is that devoted to the interests of librarians. This is entirely apart from and has nothing to do with publicity to the book trade and the public. The house issues monthly a bulletin written solely for librarians, giving straightforward information about those of its books which it believes are especially adapted to library use. The library department encourages a spirit of cooperation with librarians and provides interesting exhibits for their display.

The Company has always believed in and constantly practiced full coöperation with booksellers and it was sympathetic with and active in the organization of The American Book-

sellers' Association. It has repeatedly been of service at critical times to important bookselling houses of the country.

The Company sends to the press throughout the country weekly and monthly illustrated bulletins giving the latest news of its authors and their work.

The house has its private list of over one hundred thousand classified names of book-buyers which it keeps up to date, a matter involving no small effort and outlay. Through this list and through booksellers it distributes annually many hundred thousand special circulars, form letters and illustrated pamphlets.

FAMOUS STOKES AUTHORS

In the years of its existence the house has published between two thousand and three thousand books on which appear such names as: Gertrude Atherton, Gelett Burgess, Frances Hodgson Burnett, Louis Bromfield, Stephen Crane, R. F. Foster, George Gissing, Susan Glaspell, Viscount Grey of Fallodon, K.G.,

Robert Hichens, Anthony Hope, Hugh Lofting, John Masefield, Louise Jordan Miln, L. M. Montgomery, Madame Montessori, Honoré Willsie Morrow, Alfred Noyes, Admiral Peary, Amélie Rives, Savage-Landor, J. A. Spender, Flora Annie Steele, H. G. Wells, Wilbur C. Whitehead and Percival C. Wren.

"DISCOVERIES"

In the field of fiction the house "discovered" or at least introduced to the American public the work in book form of Robert Barr, Harold Bindloss, Louis Bromfield, James Branch Cabell, Elizabeth Cooper, Edna Ferber, Justus Miles Forman, Crosbie Garstin, Susan Glaspell, W. W. Jacobs, Alfred Henry Lewis, Mabel W. Martin, Louise Jordan Miln, Honoré Willsie Morrow, Stella G. S. Perry, David Graham Phillips, Olive Higgins Prouty, Cecil Roberts, Elswyth Thane, Percival Christopher Wren and other novelists.

In other fields there have been such "discoveries" as those of Clive Bell, Helen Church-

ill Candee, Hilda Conkling, Grace MacGowan Cooke, Eleanor Farjeon, R. F. Foster, George Bird Grinnell, Louise Lamprey, Hugh Lofting, Madame Montessori, N. Hudson Moore, Herbert Quick, Edward Streeter and Wilbur C. Whitehead.

EARLY DAYS

In the early days of its career the personal tastes and interests of those conducting the business had a strong influence in deciding the character of books to be published. Starting with a keen interest in lyrical poetry the house published the work of many young American poets, including Clinton Scollard, Frank Dempster Sherman, Samuel Minturn Peck, George Klingle, and others. It brought out artistic editions also of Frederick Locker—whose work has recently experienced a revival—Austin Dobson and an edition of the poems of Sir John Suckling edited by Mr. Stokes.

An early venture of distinction for the house was the publication in America of "The Edin-

burgh Shakespeare," edited by J. Talfour Blair. This important set is now selling at a considerable premium over its published price.

The house formed an early friendly association with the late John Ames Mitchell, the Editor of *Life,* and as a result of this published a series of "The Good Things of Life" which had a large sale for many years. It published also Mitchell's famous "Last American" and several of his novels.

EARLY INTEREST IN ART

Its early interest in art was shown through the publication of several large and costly collections of etchings by American artists, which apparently had much to do with the revival of interest in etching in the 80's. These were followed by a companion series of facsimiles of aquarelles by American artists. Among the artists represented in these two series were Robert Blum, C. A. Platt, Hamilton Gibson, the Morans, Granville Smith, W. T. Smedley, Joseph Pennell, van Elten, and others. Early

in its work the house "discovered" Maud Humphrey and sold many scores of thousands of her popular pictures of children done in water colors and carefully reproduced.

From the beginning the house has given especial attention to the reproduction of paintings and drawings in colors. It was one of the earliest American publishing houses to recognize the possibilities of the three-color plate process of engraving and it used this process widely, gradually abandoning the use of lithography. Many plates thus engraved were of large size and one of them—a panorama—taxed the engravers to the utmost in requiring them to produce perhaps the largest color-plate yet engraved as a unit. This was followed by a similar "Panorama of American History" in full colors.

Some of the artists whose work has been engraved by this process are Jules Guérin, Spencer Baird Nichols, Thure de Thulstrup, and Paul de Longpré. Clarence Underwood was a "discovery" in that the house first brought out his

work in America and continued to publish his successful pictures in color for many years.

EUROPEAN CONNECTIONS

As early as 1884 the house began to reach out for connections with British publishers and secured the American market for the publications of Messrs. David Bryce & Son of Glasgow, Scotland, resulting in the sale of over a million copies of the Bryce Miniature Books. Mr. Dominick spent several years in England as a representative of the house and since then has made frequent visits to Great Britain and the Continent, establishing close relations with publishers, literary agents, and authors. This has brought about publication in America of many works of foreign origin and the publication in foreign countries of a large number of works by American authors published by the Company. Many titles have been translated into French, German, Dutch, Danish, Swedish, and Norwegian, and a number have been printed in Braille.

GAMES—NATURE—EXPLORATION

An early enterprise of importance which has been continued to date through constant revisions was the publication of "Foster's Complete Hoyle, An Encyclopedia of Indoor Games" by R. F. Foster, the well-known authority. This has been followed through the years by several other works by Mr. Foster and other writers in the field. The latest successes among these are Whitehead's "Complete Auction Bridge," "Auction Bridge Standards" and "Auction Bridge Summary" which are now enjoying a large distribution and are regarded by many as the leading authorities on Auction Bridge.

A strong interest in books on Nature resulted in the publication of Alice Lounsberry's "Guide to the Wild Flowers," "Guide to the Trees," and "Southern Wild Flowers and Trees," profusely illustrated with plates in color and in black-and-white. These were followed by Mrs. Ellery Sedgwick's important

work "The Garden Month by Month," by works on Ferns by Willard N. Clute, etc.

Keen interest in exploration and great admiration for Robert E. Peary resulted in the publication of Peary's first book, "Northward Over the Great Ice." Peary made the Stokes office his New York headquarters for fitting out one of his Arctic expeditions. "Northward" was followed in 1910 by the publication of Peary's "The North Pole," with an Introduction by Theodore Roosevelt, which was secured by the Company after somewhat strenuous competition with other publishing houses. Shortly afterward George Borup's lively and still greatly demanded book, "A Tenderfoot With Peary," was issued, and subsequently important works by Nansen and Rasmussen have appeared with the imprint of the house.

IMPORTANT NOVELISTS

Among the well-known novelists who have been represented on the Stokes list—in addition to those previously mentioned—are Sir

Walter Besant, Agnes and Egerton Castle, Robert W. Chambers, Marie Corelli, S. R. Crockett, Richard Dehan, Harold Frederic, Beatrice Harraden, John Oliver Hobbes, Jerome K. Jerome, Seumas MacManus, Compton Mackenzie, John T. McIntyre, A. E. W. Mason, John Ames Mitchell, Ouida, Eden Phillpotts, Elizabeth Robins, Olive Schreiner and Baroness von Hutten.

In the field of fiction the work of Frances Hodgson Burnett has been especially notable.

L. M. Montgomery's books have also been remarkably successful. These include a series having to do with the characters introduced in "Anne of Green Gables" and a new series of "Emily of New Moon." This author's "The Blue Castle" is successful evidence of her versatility.

Other pronounced successes have been Anthony Hope's "Phroso" and "The Heart of Princess Osra."

A book which created widespread attention at the time of its appearance was "To M. L.

G.," published anonymously. The mystery of its authorship has never been disclosed, although new readers continue to conjecture as to the identity of the woman whose soul is here laid bare "to M. L. G."

An interesting Stokes publication is Jane Austen's quaint "Love and Friendship," with an introduction by G. K. Chesterton. This delightfully humorous book, mirroring the world as the author saw it at the age of sixteen, was published from the original manuscript written more than a hundred and thirty years ago.

Susan Glaspell's "Glory of the Conquered" is still selling.

Alfred Henry Lewis' famous "Wolfville" has been reprinted from new plates after twenty-five years of activity.

Louise Jordan Miln has made a great reputation for herself with "Mr. Wu," "Mr. and Mrs. Sen," "In a Shantung Garden," "It Happened in Peking" and other romances having a Chinese setting.

The "discovery" of Harold Bindloss made

in "Alton of Somasco" has resulted in the publication by the Stokes house of all the novels of this prolific writer, now numbering over thirty.

The Jerry Boyne detective stories by Alice MacGowan and Perry Newberry have a continuing vogue.

Elizabeth Cooper's "Drusilla With a Million" and especially her "My Lady of the Chinese Courtyard" have established her popularity firmly.

Another "discovery" of note was that of Eleanor Farjeon whose delightfully whimsical "Martin Pippin in the Apple Orchard" found instant acceptance by a very wide audience, its poetry of thought and its touch of magic appealing to old and young alike.

Admiration for the work of Robert Hichens at a time when it was little known and unsuccessful resulted in the publication of "Tongues of Conscience," "The Woman With a Fan" and "Felix." A great reward came in "The

Garden of Allah" which was published with overwhelming success subsequently.

NEW SUCCESSES IN FICTION

A young writer, Elswyth Thane, warmed the public's heart with her first novel, "Riders of the Wind," which told of such dazzling adventures and burned with such an intense *joie de vivre* that in four months it leaped into seven printings and was accepted for filming by the First National Pictures.

A modern note in fiction was struck emphatically by the appearance on the Stokes list of Louis Bromfield, whose "The Green Bay Tree" and "Possession" won instantaneous attention. The significant reactions of this young, eager and penetrating mind on the American scene were recorded in a clear and pungent prose. "Early Autumn," the third "panel" in his series of novels dealing with American life, is a brilliant analysis of a New England family.

With "Beau Geste," Percival Christopher Wren's mystery novel of life in the French

Foreign Legion, a new field of interest and entertainment was opened up. This book stood high on the best seller list for a year and a half, running into more than thirty printings, and has been filmed by Famous Players. "Beau Sabreur" continues the adventures of a dashing French Hussar and other Legionaries in Africa. Seventy-five thousand copies of this novel were required in advance of publication.

Another adventurous novelist whose life in many odd corners of the globe furnishes rich copy for tales full of courage and fire is Crosbie Garstin, whose "High Noon" and "The Owl's House" have been found fresh and invigorating by an adventure-loving public. "West Wind," the third novel of the trilogy, completes the adventures of his fascinating hero.

A light touch and a delicate Celtic charm characterize the work of John McIntyre, who in "A Young Man's Fancy" pleased a fastidious audience. "Shot Towers," a later novel, tells in rich arabesque of the days when taverns,

horses, oyster bars, good food and sound drink prevailed.

BOOKS FOR YOUNG PEOPLE

The house has for many years specialized in the publication of books for children, and from the beginning it has been working toward the goal of making the name of Frederick A. Stokes Company synonymous with the best in books for young people. To that end it has paid especial attention not only to the quality of the text but to the excellence of the illustrations as well, to the careful selection of appropriate and pleasing type, to the use of good paper and durable and attractive binding. Careful study and constant consultation with children's librarians and bookselling specialists have made it possible for the house to achieve its present high position in the children's bookselling world.

It has especially long seen and tried to meet the increasing demand for worthwhile juvenile books of educational value. Notable among

its publications in this field are the works of Lucy L. Barber, F. J. H. Darton, L. Lamprey, Mary MacGregor and H. E. Marshall.

One of the early ventures in books for young people was a complete set of the "Lives of the Presidents" by William O. Stoddard, formerly one of the secretaries of Abraham Lincoln.

But while it aims at publishing children's books likely to have permanence and having some instructive value, it appreciates the need of the best sort of mere entertainment for children.

GOOPS AND OTHERS

This house is the only authorized publisher of "Little Black Sambo" which for many years has been perhaps the most popular of all modern books for very little people. Helen Bannerman's companion volumes, "Little Black Mingo," etc., also have been most successful.

The house publishes "Little Black Sambo,"

"Peter Rabbit," "Jean Gilpin" and "L'Entente Cordiale de Bébés" in French.

The house has published all the books of Rose O'Neill's "Kewpies" and still retains on its list "The Kewpie Primer."

Valery Carrick's "Russian Picture Tales," published in three different volumes, are among recent marked successes. Especially rollicking is his "Picture Folk-Tales."

Gelett Burgess' "Goops," of which there are now many different volumes, have maintained their high place among American books for children and have annual sales of importance.

Helen Cowles LeCron in "The Animal Etiquette Book" entertainingly and instructively presents what might be called "Animal Goops" with piquant illustrations by Maurice Day.

The Glue Books by Clara and George Alfred Williams have combined instruction with the fun of clipping out pictures and making them into houses, airships, animals, etc. The house has issued a large series of these together with

"The Boy's Book of Indians" and "The Indian Wigwam" by the same artist and author.

Patten Beard's useful and popular Playcraft books are collected in "The Complete Playcraft Book."

A recent addition to the Stokes list of books for young children has been welcomed widely in the schools and libraries of the country, in addition to its sale through the bookshops. This is the work by Mrs. Helen F. Orton, which, in several volumes, has run into numerous editions: "Prince and Rover of Cloverfield Farm" and companion volumes.

E. Boyd Smith's deliciously humorous pictures in color accompanied by his stories have also a place among the permanent successes of the house. "Santa Claus and All About Him" and "The Circus and All About It," and "The Country Book" are by this author-artist.

MANY SUCCESSFUL CHILDREN'S BOOKS

"The Snow Baby" and the companion volumes by the Pearys have for many years main-

tained leadership among books of their class by American writers.

An interesting find was one of the most popular Danish books for children which has now been translated and added to the Stokes list under the title of "The Mouse Story."

Dorothy Canfield and others have added to the list "What Shall We Do Now," an inexhaustible store of games and occupations for children.

Henry B. Mason has thousands of readers of his "Letters from Uncle Henry," first made famous through "John Martin's Book."

Stella G. S. Perry has reached the hearts of girl readers with "Barbara of Telegraph Hill," repeating the popular success of her earlier story "The Kind Adventure."

Grace MacGowan Cooke's "Son Riley Rabbit" and "Sonny Bunny Rabbit" have delighted children for many years.

FOR OLDER CHILDREN

For older children the house issues many

classics profusely illustrated in color as well as a series of eleven volumes of the fairy tales of various countries similarly illustrated. It issues also a series of "Fine Art Juveniles" containing many standard favorites admirably presented as to text and a wealth of illustration in black-and-white.

It has an important History Series, leaders in which are H. E. Marshall's "An Island Story" and Mary MacGregor's "Story of France," rounded out by M. L. Herdman's "Story of the United States."

Among the most important series on the Stokes list is that of L. Lamprey entitled "Great Days of American History": "Days of the Discoverers," "Days of the Colonists," "Days of the Commanders," "Days of the Pioneers," "Days of the Leaders," and "Days of the Builders." The Series now presents for children the complete history of the United States. Miss Lamprey has contributed to the Stokes list "In the Days of the Guilds" and a

companion volume, which have met with a cordial reception and large sale.

THE INIMITABLE DOCTOR DOLITTLE

Hugh Lofting is one of the most eminent additions to the house's list of authors for children, although his books make an appeal to adults perhaps as strong as that to children. His "Story of Dr. Dolittle" has been referred to by Hugh Walpole and others as the best book of its sort since "Alice in Wonderland." It seems likely to repeat the experience of "Alice" as to long life and wide distribution. Mr. Lofting's "Voyages of Dr. Dolittle" is almost equally successful and has gained him the Newbery Medal for the most distinguished work of 1922 for children. "Dr. Dolittle's Post Office," "Dr. Dolittle's Circus," "Dr. Dolittle's Zoo," and "Dr. Dolittle's Caravan" contain other accounts of the adventures of the now world-famous Doctor. "The Story of Mrs. Tubbs," in a somewhat similar vein to that of the Dolittle Books, fits admirably in the gap in

child literature for the age just above that adapted to "Little Black Sambo." "Porridge Poetry" is still further evidence of Hugh Lofting's genius and versatility.

William Atherton DuPuy's instructive and interesting books regarding the activities of our Government are published by Stokes. Among them are "Uncle Sam, Detective," "Uncle Sam's Modern Miracles," and others.

Colonel Frank E. Evans and Captain Orton P. Jackson have provided "The New Book of American Ships," with twelve illustrations in color and four hundred and sixty-six in black-and-white.

George Borup's "A Tenderfoot With Peary" has a large sale in the juvenile department, as it makes a special appeal to boys.

A football story widely approved by coaches and athletic authorities is "The Whipper-Snapper" by Charles E. Parker, College Sports Editor of the New York *World*. It begins a series of boys' stories of various American sports.

A. W. Dimock's fine books for boys, "Dick

in the Everglades" and other volumes, continue to hold their own and would have grown into a larger series had the author lived to carry out his plans.

George Bird Grinnell's Jack Books, beginning with "Jack the Young Ranchman," have also had a long and successful career and are to-day as much in demand as ever.

MRS. BURNETT AND OTHERS

Frances Hodgson Burnett's "The Secret Garden" is a perennial favorite among the Stokes books for young people. A memorial to Mrs. Burnett in the form of a garden with a story-teller's bench, bird fountain, etc., is planned for one of the parks in New York City. It is to be called "The Secret Garden."

Successful books especially planned for girls are the schoolgirl books by Angela Brazil, now ten in number, beginning with "The Harum-Scarum Schoolgirl." Alice MacGowan's novel for girls, "A Girl of the Plains Country," is an interesting new departure.

John Masefield's "Jim Davis," superbly illustrated by Mead Schaeffer, is a favorite for boys; and both boys and girls find pleasure in Flora Annie Steele's "Adventures of Akbar."

Alice Lounsberry's "The Wild Flower Book for Young People" still remains on the Stokes list.

Annette Wynne's volume of verse, "For Days and Days," is a book which in a few years has won a permanent place with primary teachers and children, and "The Girl's Book of Verse" by Mary Gould Davis has been followed by "The Boy's Book of Verse" edited by Helen Dean Fish.

One of the most important and costly ventures made among books for children has been "An Argosy of Fables" edited by Frederic Taber Cooper and giving a representation of the fable lore of the entire world. Twenty-four notable illustrations in color by Paul Bransom adorn the volume.

Among volumes of Popular Science for young people is "How to Know the Starry

Heavens" by Edward Irving, profusely illustrated.

In "All Shakespeare's Tales," Horace W. Stokes has supplemented the work of Charles and Mary Lamb by adding the stories of all the Shakespeare dramas not told by the Lambs to those included in the original "Tales from Shakespeare." The additions have been favorably received by the reviewers and the public, and the complete work seems to have won a place among standard books for young people.

MR. PUNCH AND OTHER HUMORISTS

The house has made a pleasant and profitable association with the publishers of *Punch* which has resulted in the issue here of many important volumes such as "Mr. Punch's History of the Great War" and "Mr. Punch's History of Modern England" in four volumes, and various single volumes such as "Lloyd George by Mr. Punch."

In the field of humor the greatest Stokes success was that scored during the war with the

"Dere Mable" books which literally flooded the country from the Atlantic to the Pacific, to say nothing of enriching and making famous their author, Edward Streeter, and their illustrator, "Bill" Breck. Other successes in this field have been books by Gelett Burgess, such as "The Maxims of Methuselah," Edna Ferber's delightful McChesney stories, the inimitable work of W. W. Jacobs, such as "Many Cargoes" and "The Skipper's Wooing," "Webster's Bridge," with text by William Johnston, the Irish humor of Seumas MacManus, as shown in "Top O' the Mornin'" and "The Donegal Wonder Book," and the burlesque work of Barry Pain.

ART

The activities of the house include also many important works on Art, Music, History, Science, Travel, etc.

In the field of Art Charles H. Caffin's profusely illustrated "Story of American Painting" has for years been a standard. Arthur

Hoeber's "The Barbizon Painters" is another standard work on the list.

Perhaps the most important modern work on Chinese and Japanese art is Ernest Fenollosa's "Epochs of Chinese and Japanese Art" richly produced with numerous illustrations in color and black-and-white. "The Colour Prints of Hiroshige" is another elaborate and beautiful work.

The large series of Masterpieces in Color, of about fifty-five volumes, has been of great value to students of Art and has had a great vogue.

Clive Bell's "Art" is well known by all art lovers and continues to be in demand after a long career.

Important ventures are H. B. Cotterill's great work, "A History of Art," in two volumes with an unusual wealth of illustrations, and Nathaniel Pousette-Dart's Distinguished American Artists Series issued at a low price and containing thus far estimates and many reproductions of the work of Whistler, Sar-

gent, Robert Henri, Childe Hassam, Winslow Homer, and Abbott H. Thayer. The British Artists Series is another series of importance.

FOR COLLECTORS

Some of the most valuable and most popular of Stokes publications are to be found in "The Collectors' Series" which, begun many years ago, now contains about forty volumes. Notable in this series are N. Hudson Moore's "Old Glass, European and American," "The Old Clock Book," "The Old China Book," "The Old Furniture Book," etc., Helen Churchill Candee's "The Tapestry Book," Mary Churchill Ripley's "The Oriental Rug Book," and many important volumes by Arthur Hayden and others. Another volume of interest in this series is "Chinese Jades," illustrated with striking colored plates and halftones and containing all available information on this obscure and interesting subject. Another addition of importance is "The Chintz Book," which gives not only the story of chintzes and

the part they have played in history, but also much practical advice as to choosing the proper chintzes to go with the different periods. Phyllis Ackerman's "Wallpaper, Its History, Design and Use" is a valuable work on an interesting subject.

MUSIC AND POETRY

Special knowledge and interest on the part of one of the officers of the Company has brought the house into the publication of many important works on Music, including W. H. Henderson's "How Music Developed," Professor Leopold Auer's "Violin Playing as I Teach It," Fucito's "Caruso and the Art of Singing," Mary F. Watkins' "First Aid to the Opera Goer," and numerous volumes on "Piano Mastery," "Violin Mastery," "Vocal Mastery," and similar subjects by Harriette Brower and F. H. Martens respectively. These have all taken their places as standard works on the subjects covered and are in demand through both the music shops and the bookstores.

The Poetry list is given distinction by the name of Alfred Noyes, whose poetical works all appear in it. The sales of Mr. Noyes' books exceed those of other similar serious works of modern poetry at the present time, and his poetic drama, "Sherwood," has had many beautiful productions in colleges and schools. There are nearly fifteen separate volumes of his works, which, however, are presented with approximate completeness in a set of Collected Poems. His great trilogy entitled "The Torch-bearers" displays his mature work admirably.

The Company is proud of its "discovery" of Hilda Conkling, whose "Poems by a Little Girl" and "Shoes of the Wind" took the country by storm and are apparently likely to have long lives. A selection of these with exquisite illustrations by Dorothy Parsons Lathrop is now available under the title of "Silverhorn: the Hilda Conkling Book for Other Children."

A recent venture is that of "The Augustan Books of Poetry," in pamphlet form, issued in

an effort to gain wider appreciation of the poems of Shelley, Keats, Chesterton, Tagore, Bridges, Belloc and others.

BIOGRAPHY AND HISTORY

In Biography the outstanding work on the Stokes list is Lord Grey's "Twenty-five Years." The *Chicago Post* said of this: "The greatest diplomatic memoir ever written . . . not a book of to-day, or of yesterday, but one which every person who wishes to be well-informed must read sometime in his life." The *London Daily Chronicle* calls the two volumes "The most interesting of this century." Other notable works are "Everywhere: The Memoirs of an Explorer" by A. Henry Savage-Landor, J. A. Spender's works, Sarfatti's "Life of Mussolini" and "My Long Life in Music" by Professor Leopold Auer, giving the rich experience of his seventy years of activity on two continents. "I Can Remember Robert Louis Stevenson," Hyndman's great biography of Clemenceau, "The Boyhood of Edward Mac-

Dowell," the amazing life of Botchkareva, published under the title of "Yashka," Fucito's work on Caruso, "The Gods of Modern Grub Street" and Rosalie Masson's great "Life of Robert Louis Stevenson" are some other successes in this field.

In History the house has issued "The United States" by W. H. Hudson and Irwin S. Guernsey, covering the entire life of the country to the end of the World War. An unusual and perhaps sensational work is "The Unpopular History of the United States" by Harris Dickson, giving wholesome but not always palatable truths taken wholly from Uncle Sam's own official documents, and recommended earnestly by Admiral Sims.

H. B. Cotterill's important histories of Greece and Italy, Gilbert Stone's "England," W. H. Hudson's "France," and other volumes are included in the "Great Nations Series" published by the house.

A full history of water transportation in America has been entertainingly presented in

"Steamboat Days" by F. E. Dayton with eighty-six remarkable illustrations by John Wolcott Adams.

In Dietetics this house published all the works of Horace Fletcher and two important volumes by Russell H. Chittenden of Yale University, one of the leading dietitians of the world.

EDUCATION, TRAVEL AND SPORTS

In the department of Education a notable achievement was the introduction of the work of Madame Montessori to the American public. All the books of this great and revolutionary educator are published by Stokes together with several written by important assistants. "The Play Way" by H. Caldwell Cook is another valuable work on child education.

Among works on Travel the house has issued "Angkor the Magnificent, the Wonder City of Ancient Cambodia" by Helen Church-

ill Candee, "Naples Past and Present" by Arthur H. Norway, "Beautiful America," "Beautiful Mexico" and "Beautiful Canada" by Vernon Quinn, profusely illustrated and full of valuable information, "By the Waters of Carthage" by Norma Lorimer, "The Vast Sudan" by A. Radclyffe Dugmore, and many other volumes covering interesting parts of the world.

In the field of Outdoor Sports the house publishes Louis Rhead's elaborate "American Trout Stream Insects" and "The Basses," O. W. Smith's popular work "Trout Lore," A. W. Dimock's "Florida Enchantments," "Adventures with Rod and Harpoon Along the Florida Keys," by Wendell Endicott, etc. Recent additions to the list have been the two books by Stanley (Bucky) Harris, youngest baseball manager in the world, who has written the story of his life entitled "Playing the Game," and a book on the fine points of his game, "Baseball: How to Play It."

FINANCE, BUSINESS AND INDUSTRY

In Finance and Business, Justice Louis D. Brandeis' "Other People's Money" created a sensation at its time of publication and continues to be in demand.

"The Efficient Secretary," by Spencer, and "The Desk Reference Book," by William Dana Orcutt, are other continuing successes.

"Non-Technical Chats on Iron and Steel," by L. W. Spring, presents the subject in a clear and readable way. Dr. James A. B. Scherer's "Cotton as a World Power" tells how cotton has transformed England radically and affected the history of America and will play an increasingly vital part in the future.

A most important and recent volume is "Gasoline: What Everyone Should Know About It," by T. A. Boyd, head of the Research Department of General Motors.

MANY MISCELLANEOUS BOOKS

In the field of Aviation the house has pub-

lished Glen H. Curtiss' "The Curtiss Aviation Book," and two important technical works involving a large outlay: Sherbondy and Wardrop's "Textbook of Aero Engines" and Woodhouse's "Textbook of Aerial Law."

A helpful and widely circulated volume on self-help is "You Can," by George Matthew Adams, which has run into many editions.

Among works on Psychic subjects are "The Psychology of the Future" and "Our Hidden Forces," by Emile Boirac, the eminent French psychologist.

Miscellaneous books on such a variety of subjects that to bring them together in a single paragraph provokes a smile, are "The Book of the Queen's Doll's House"; "The Dance," by Troy and Margaret Kinney; "My Candy Secrets," by Mary Elizabeth; "The New Common Sense in the Household," by Marion Harland and Christine T. Herrick; "Everybody's Complete Etiquette," by Ellin Craven Learned; "Military Correspondence," by Col. Lucius H. Holt; "Lip Reading," by Edward B. Nitchie,

recognized as the great authority on this subject; "Hand Reading Today," by Ethel Watts Mumford.

Most recent miscellaneous volumes include: "The Sayings of the Children," by Lady Grey of Fallodon; "Between the Old World and the New," by M. P. Willcocks; "On England," by Premier Stanley Baldwin.

This brief statement of Stokes' activities covers a wide range of publication by means of which the House has aimed to supply readers of all ages with good reading, sane and wholesome, yet at the same time, vivid, realistic and entertaining. By keeping to a middle course between the merely spectacular and the didactic, it believes it has gained and held the confidence of the book trade and of many thousands of readers.

ACKNOWLEDGMENT

THE success of the House at the present time is due in large measure to important members of the staff whose names, activities and years of first association with the Company follow:

Henry F. Savage, General Sales Manager, 1904.

E. Vernon Quinn, Editor, 1905.

Frances W. Carroll, Office Manager, 1907.

Edward G. Larson, Sales and Order Departments, 1908.

Thomas F. Mahony, Western Sales, 1909.

J. Peter Seidel, Manager Manufacturing Department, 1909.

George Striffler, Manager Shipping Department, 1911.

May J. Brady, Order Department, 1912.

James L. Nerney, Southern and Eastern Sales, 1912.

Emily P. Street, Manager Advertising Department, 1914.
Helen Dean Fish, Editor and Manager Library Department, 1917.
Gertrude Werner, Cashier, 1920.
Christine T. Curtis, Manager Publicity Department, 1925.

Henry M. Snyder, Representative in the Far East, 1920.
William C. Heaton, Auditor, 1920.

SOME LETTERS FROM AUTHORS

ON THE FORTY-FIFTH ANNIVERSARY OF THE ESTABLISHMENT OF THE PUBLISHING HOUSE OF FREDERICK A. STOKES COMPANY

From PROFESSOR LEOPOLD AUER

Author of "Violin Playing as I Teach It" and "My Long Life in Music"

NEW YORK,
February 9, 1926.

DEAR MR. STOKES:

I have pleasure in writing you again of our friendly relations and of my appreciation of what you have done for my books.

My "Violin Playing as I Teach It" could not have reached as many readers without your painstaking and judicious efforts, and your encouragement has helped me in no small measure to write "My Long Life in Music."

Thanking you again for all your kindness, I am

Sincerely yours,

LEOPOLD AUER

MR. FREDERICK A. STOKES, PRESIDENT,
FREDERICK A. STOKES COMPANY

From HAROLD BINDLOSS, ESQ.

Author of "The Broken Trail," "Pine Creek Ranch," "Prairie Gold," "Cross Trails," "Green Timber," "The Wilderness Patrol" and many other novels

VALLUM, BURGH,
CARLISLE, ENGLAND.

DEAR MR. DOMINICK:

Since I first met you a number of years have gone; but on my part, and I hope on yours, time has but strengthened the friendly relations that then began. The meeting marked a turning-point in my career, and I can recapture my feelings when I waited in the rotunda at the famous hotel. In fact, my keeping the appointment was a sort of forlorn hope.

You see, I had not much ground to think my literary talent remarkable, and during a drastic apprenticeship I had shed thirty pounds of flesh and all the optimism the sea had spared. In fact, unless you could somehow help me out, I was going back.

Writing books for a hundred dollars wears one thin, and in the lean years I imagined publishers were like Bret Harte's Chinaman. Subsequent reflection indicates that they perhaps paid all the stuff was worth, and there were some generous (and perhaps rather rash) exceptions.

Well, a biography might bore you; but it leads to the point—when one deals with the Frederick A.

Stokes Company one can sleep o' nights. To know one's business is to make the best job one can, and that the publishing house will see one out is comforting; particularly when one has known one's ambitious travel book go dead before it paid a cent, and debenture holders collect the reward for one's first success.

Looks sordidly commercial? Well, an author does not live by inspiration but needs daily bread. The jug of wine is now prohibited, and anyhow is not much use to a teetotaler. Sometimes I'd like to write a book about the checks for which I worked but did not get.

You, however, gave me a restful mind and a sense of security that was as soothing as it was, at one time, remarkable. When you handled my books I needn't bother; I could concentrate on my end of the job. To say it properly is awkward; but I must risk being frank. All you undertake to do, you punctually and generously carry out. One gets a square deal. The Stokes Company's engagements stand. That's something! Since the millennium has not arrived, perhaps it's much.

Very gratefully yours,

HAROLD BINDLOSS

M. A. Dominick, Esq.
Messrs. Frederick A. Stokes Company
New York City

From LOUIS BROMFIELD, ESQ.

Author of "The Green Bay Tree," "Possession" and "Early Autumn"

25 BOULEVARD FLANDRIN,
PARIS 16IEME,
February 22, 1926.

DEAR MR. STOKES:

It is with the greatest pleasure that I write you about my relationship with the House of Stokes. I feel that I am qualified to speak with greater authority than most authors on account of my own affiliation with the publishing business and the unusual intimacy of my relations with Stokes.

I cannot imagine a pleasanter group of persons than those in the Stokes office from you yourself down to the very errand boys. It is especially true of the active and capable sales force, and of Miss Street's department.

I am still young as a writer but whatever comes, I am certain that I shall never know any relationship at once more pleasant and more efficient and encouraging than that I have had with the House of Stokes. I wish the house every possible good thing.

I am, as ever,

Yours cordially,

LOUIS BROMFIELD

From MISS HARRIETTE BROWER

Author of "Piano Mastery," First and Second Series; "Vocal Mastery," "Home Help in Music Study," "Modern Masters of the Keyboard," etc.

150 WEST 80TH STREET,
NEW YORK,
February 1, 1926.

DEAR MR. STOKES:

I was a young writer, with but a small maiden effort to my credit, when you accepted the first volume of "Piano Mastery." I felt these piano interviews held information of value for pianist and teacher, but until one of the great publishing houses consented to put them out, I could not be sure they would be of general interest.

That was the beginning. "Piano Mastery," Second Series, followed. Then, at your request, I prepared "Vocal Mastery." You also took care of my smaller children, "Home Help in Music Study," "Self Help in Piano Study," and now my latest—"Masters of the Keyboard."

I feel I cannot be too grateful, first for the thought that led me to you, and then for your continued kindly interest in my work; also for the artistic and beautiful workmanship on the seven published volumes.

With warmest wishes for success,

Gratefully yours,

HARRIETTE BROWER

From GELETT BURGESS, ESQ.

Author of "Goops and How To Be Them," "More Goops and How Not To Be Them," "Why Be a Goop," "The Maxims of Methuselah," etc.

RASPAIL-HOTEL,
203, BOULEVARD RASPAIL,
PARIS XIV,
February 5, 1926.

Mr. Maynard A. Dominick
Frederick A. Stokes Co.
New York City

MY DEAR MR. DOMINICK:

It gives me great pleasure to express my appreciation of the uniform courtesy and consideration with which I have been invariably treated during my long association with the Frederick A. Stokes Company.

The courtesy one might take for granted, given the personnel and the prestige and the experience of so well-known a firm of publishers. But the consideration has been of a special sort and has been a real co-operation with my own ideas, both as to artistic and practical manufacture, and as to distribution and exploitation of my books.

In the special field of Children's and Illustrated Books wherein I have so collaborated with the Stokes Company, I feel sure that its experience, reputation, manufacture and selling methods are unexcelled.

Yours cordially,

GELETT BURGESS

From VIVIAN BURNETT, ESQ.

Son of the late Mrs. Frances Hodgson Burnett, author of "The Head of the House of Coombe," "Robin," "The Secret Garden," "The Shuttle," "The Methods of Lady Walderhurst," etc.

ESTATE OF FRANCES HODGSON BURNETT,
4839-A GRAND CENTRAL TERMINAL,
NEW YORK,
February 19, 1926.

DEAR MR. STOKES:

I am sure nothing would have given Mrs. Burnett greater pleasure than to enroll herself among those testifying to the value of your service to authors. Having once begun with you, she felt her interests so safe with your firm that ever after she considered Frederick A. Stokes Company as her regular publishers.

It is not often that a publisher is confronted with such a problem as you were in the case of the story she wrote as "The Head of the House of Coombe," and my mother felt you did a splendid piece of constructive work when you saw the possibility of dividing that book and making two complete novels of it. The results, artistically and financially, were complete proof of how well you handled the situation.

Mrs. Burnett always felt confident that the appearance of her books from your press would be everything that she could wish, and that your sales methods would be of the type to meet her approval. And, of course,

the personal relation between yourself and her was delightful to her, and had the practical value that it gave her inspiration and confirmed her faith in the policy of the firm of Frederick A. Stokes Company.

As to myself, you can be sure I have always appreciated your service to my mother during what was the most successful part of her writing career, and that I understand the distinct contribution your handling of her books made to that success.

Very sincerely yours,

VIVIAN BURNETT

From MRS. HELEN CHURCHILL CANDEE

Author of "The Tapestry Book," "Decorative Styles and Periods" and "Angkor the Magnificent"

1049 PARK AVENUE,
NEW YORK,
January 26, 1926.

GENTLEMEN:

Many a valuable book would never have been written were it not for the wise help of the publisher.

But for the F. A. Stokes Co. my books would never have been written. They are not too famous, perhaps, but they have good reason for being, as they create interest in the lesser arts trending towards good taste. The advisors at Frederick A. Stokes Company gave of their counsel and my manuscripts were the result. Without these friendly councils courage would have failed me.

Mr. Stokes is the King of Publishers say the authors grateful for his vivifying sympathy. Then there is the dress a book wears, the appearance that makes it sell in the shop. These publishers make my books sell by the very look of them!

HELEN CHURCHILL CANDEE

From VALERY CARRICK, ESQ.

Author of "Valery Carrick's Picture Folk-Tales," "Russian Picture Tales," "More Russian Picture Tales" and "Still More Russian Picture Tales"

HOLMENBUGTEN, NORWAY,
February 18, 1926.

DEAR MR. STOKES:

Please allow me to express my deepest esteem for you on account of the interest which you take in my work. It happens not very often that an author has good reasons to look upon his publisher not only as an inevitable link in the chain connecting him with the public in general, but also as a benevolent and interested friend and a leader in a big work of great cultural value. Such is the case with you, and I am sure there are many other authors besides myself who set great value not only on your generous way of treating them, but also on your idealistic way of dealing with the books.

Most sincerely yours,

VALERY CARRICK

From MRS. GRACE MacGOWAN COOKE
Author of "Son Riley Rabbit," "Sonny Bunny Rabbit and His Friends," etc.

CARMEL-BY-THE-SEA, CALIFORNIA,
January 27, 1926.

Frederick A. Stokes Company
New York City

GENTLEMEN:

It gives me great pleasure to speak of the very satisfactory relations that have existed between myself and your company for more than twenty years.

That first little book of mine with you—a children's story—sold and sold and sold, till I thought there was magic in it. Later experiences with you have shown me that the best magic, in the publishing business anyhow, is thorough good feeling between publisher and author—something which has never failed us in all these years.

Very sincerely yours,

GRACE MacGOWAN COOKE

From HARRIS DICKSON, ESQ.

Author of "The Unpopular History of the United States," "Old Reliable In Africa" and "An Old-Fashioned Senator"

VICKSBURG, MISS.,
February 11, 1926.

The Frederick A. Stokes Co.
New York City

GENTLEMEN:

Congratulations on your Fall list! It is excellent. And may I take this occasion to express thanks for the uniform courtesy and consideration which you have always shown. My relations with your firm have been extremely cordial and satisfactory.

Very sincerely yours,

HARRIS DICKSON

From H. WENDELL ENDICOTT, ESQ.

Author of "Adventures With Rod and Harpoon Along the Florida Keys"

SHAWMUT BANK BUILDING,
BOSTON, MASSACHUSETTS,
January 26, 1926.

Mr. Frederick A. Stokes, President
Frederick A. Stokes Company
443 Fourth Avenue
New York City

MY DEAR MR. STOKES:

As you know, my chief activities are along industrial and banking lines and I am chiefly known as a business man. Perhaps after having made that statement, I may be allowed the pleasure of writing you a letter telling you how much I appreciate the relations I have had with you directly through the publication of my book on fishing.

In the preparation of this publication I was particularly impressed with the high ideals you had for quality in every detail when you might easily for many reasons have been willing to put through a book of lesser quality workmanship. You constantly had in mind the attainment of perfection in every detail. In other words, you have seemed to take a great pleasure and pride in your productions—bringing an ideal into business that is so often lacking. My own experience

has been in the long run, quality wins, and when you add to that quality—courtesy, consideration and just and fair treatment in every way, it can but inspire confidence in all association with you whether it be from the author's point or the dealer's point.

It is a pleasure that I want to give myself to tell you how pleased I am in my association with your good organization as well as my personal regard for its President.

Yours very truly,

WENDELL ENDICOTT

From THE RIGHT HON. VISCOUNT GREY OF FALLODON, K.G., P.C., Etc.

Author of "Twenty-Five Years: 1892-1916."

FALLODON, EMBLETON, ALNWICK,
NORTHUMBERLAND,
April 18, 1926.

Dear Mr. Stokes:

I should like to congratulate you on the 45th Anniversary of the publishing house that bears your name.

I am very sensible of the care and consideration that have been shown in the publishing of my book, but to this I would add that you and Mr. Dominick have made all personal communications such as to render the transaction of business smooth and pleasant.

In congratulating the publishing house very cordially on the coming Anniversary, I wish also to express my very sincere thanks and good wishes to you and to him.

Yours sincerely,

GREY OF FALLODON

From GEORGE BIRD GRINNELL, ESQ.

Author of "Jack the Young Ranchman," "Jack the Young Explorer," "Jack in the Rockies," "Jack Among the Indians," etc.

February 9, 1926.

Mr. Frederick A. Stokes
443 Fourth Avenue
New York City

Dear Mr. Stokes:

It is 27 years since your firm published the first book that I wrote for you, at your request, and since then I have constantly had dealings with the Company, all of which to me have been most satisfactory.

You seem to have some method of hypnotizing the public, for, if one may judge by the size of the royalty checks, that first book is selling as well to-day as it did immediately after it first appeared in 1899. I have never been quite able to understand this, for I can hardly believe that the quality of the book justifies its long life and apparent acceptability to those for whom it was written.

As you can understand, it is a great comfort to an author to be free from any special concern as to his royalty checks, and to know that at the proper date these checks will make their appearance, with the same regularity that the Fourth of July or Christmas come around.

Thus, I feel that I owe the Frederick A. Stokes Company a debt of gratitude, not only for the way in which it has passed on to the public the books it has handled for me, but also for the ease and comfort it has given me during more than a quarter of a century of intercourse.

Yours sincerely,

GEORGE BIRD GRINNELL

From ANTHONY HOPE
(Sir Anthony Hope Hawkins)
Author of "Phroso," "The Heart of Princess Osra," "Simon Dale," etc.

HEATH FARM, WALTON-ON-THE-HILL,
TADWORTH, SURREY,
February 13, 1926.

My dear Stokes:

I recall with the greatest pleasure and satisfaction the association between us when you published several of my books; an association not confined to business merely, but rendered additionally agreeable by your friendliness and hospitality.

With the best of good wishes to you and to your House,

Yours very truly,
ANTHONY HOPE HAWKINS

From MISS LOUISE LAMPREY

Author of "In the Days of the Guild," "Masters of the Guild," "Days of the Discoverers," "Days of the Colonists," "Days of the Commanders," "Days of the Pioneers," etc.

LIMERICK, MAINE,
February 15, 1926.

DEAR MR. STOKES:

I should like to express unreservedly the pleasure which my historical work for you has given me during the last ten years, and especially my appreciation of your recognition of my work in the first book you published, "In the Days of the Guild," and the following book, "Masters of the Guild." As you will remember, these stories were submitted during the years of the World War, when I should have supposed that a book of medieval tales would be a very uncertain venture. The fact that you were willing to take a chance on them has always been most agreeable to think of.

Another thing which I ought perhaps to mention in this connection is, that it seems to me you have done a real service to American history in making it possible to collect, in a series of books for young people, so much picturesque and interesting information not found in the ordinary history. I hardly think that this could have been done if you had not been willing to make the series, not the usual sketchy mixture of

trite incident and imaginary plot, but a group of volumes large enough to bring out the real atmosphere of the period and include a lot of new material.

Very truly yours,

L. LAMPREY

From HUGH LOFTING, ESQ.

Author of "The Story of Doctor Dolittle," "Doctor Dolittle's Caravan," "Doctor Dolittle's Circus," "Doctor Dolittle's Post Office," "Doctor Dolittle's Zoo," "Porridge Poetry," "The Story of Mrs. Tubbs," etc.

CAMP AWOSTING,
MINNEWASKA, N. Y.,
July 2, 1926.

DEAR MR. STOKES:

There have been, and will be, many expressions of favorable opinion on the firm of Frederick A. Stokes Company. That is natural and to be expected. Personally, though there are many truthfully flattering things I could say about this firm, I mean to confine myself to one, in the hope that I may contribute something new and avoid overlapping.

To me—one of those unfortunate hybrids, the illustrator-writers—the willingness of these publishers to leave things in one's own hands has been a quality of paramount importance. Every detail of the illustration, decoration and format of my own books has been allowed to be my own. And I recall no instance where these publishers have attempted to interfere or suggest in any way. This may not sound to a layman very high praise, but illustrators and the ambidextrous authors will know that it is. In these days of standardizing and rubber-stamping in all

branches of art, the impresario who will allow the artist to swing a free and unencumbered arm is, I feel, deserving of the highest credit.

HUGH LOFTING

From FREDERICK H. MARTENS, ESQ.

Author of "Violin Mastery" and "String Mastery," and Translator of "The Swedish Fairy Book," "The Danish Fairy Book," etc.

RUTHERFORD, NEW JERSEY,
February 1, 1926.

DEAR MR. STOKES:

It involves no effort to express my gratitude to the publisher of what I regard as actually, if not technically, my first book, "Violin Mastery," and its successor, "String Mastery," and the man who gave me the opportunity to translate for him the delightful Chinese, Norwegian, Danish and Swedish Fairy Books in his deservedly popular series.

I feel it a plain duty to acknowledge the fair, courteous and kindly treatment you have always accorded me and, incidentally, have never forgotten your prompt and generous response to a request for advance royalties made at a time when they meant far more to me than they do now.

It is my hope, sooner or later, if certain plans bear justifiable fruit, that another volume I have in mind may be added to those already listed in your catalogue, for I feel that it confers distinction to be represented therein.

With appreciation and all good wishes for yourself and for the Firm,

Sincerely yours,

FREDERICK H. MARTENS

MR. FREDERICK A. STOKES

From MRS. LOUISE JORDAN MILN

Author of "It Happened in Peking," "Mr. Wu," "The Feast of Lanterns," "Mr. and Mrs. Sen," "In a Shantung Garden," "The Soul of China," etc.

LONDON,
February 17, 1926.

DEAR MR. DOMINICK:

Perhaps some other writer owes you as much as I do; none can owe you more. The other day searching a file of my agent Mr. Dakers for something I wished to see I came across his carbon of a letter he wrote you some time ago concerning a matter of mine. In it he said, "It is a constant pleasure to be the intermediary between an author and publisher whose relations invariably are ideal."

My part of that praise has not been as deserved as I wish it had. I have been a rare nuisance often (I have little doubt that all women writers are—and a good many men). What Mr. Dakers said of us, of you is absolutely true. It would offend your taste perhaps even more than it certainly would mine, if I said in a letter that I hope you will make public a small part of what I think of my publishers, and why. One cold fact can be recorded; a fact which is a small part of your help to me. My income for 1925 was more than ten times what it was in 1920. (You first published a story of mine in December, 1919.) None of the credit for this pleasant increase is mine. I write

less than I did. I used to drive my pen; I no longer do. I produce less copy each year. The quality of my slight wares does not improve. A little of my increase of sales I suspect, is the accumulation of readers that every writer gains. Every book that is not an absolute failure augments the next book's sales. But I am sure that more than nine-tenths of my increased earnings is the direct result of your publishing methods. I know very little of what those methods are, but one thing has caught my attention: you vary your "push" of each book, suiting what you do for it so exactly to each book's need that I regard it as publishing genius. Each new book must be a new problem to the firm that produces and sells it, but that fact appears to escape many publishers.

Living, as both my agent Mr. Dakers and I do, in England, the American fate of all my stories is entirely in your hands. That might be a serious handicap, but not to a writer fortunate enough to have your imprint.

But too—you have helped me here as actually as you have in my birthland. Since "Mr. Wu" (which was written before Stokes became my publisher) you have made my writing of each successive story pleasanter and easier. Your advice has been invaluable. Our judgments never have clashed. Three or four times they have differed. Each time you have been proved right.

Good-will between writer and publishers is, I am sure, the best asset that any writer can have. Ours

has become a friendship which I value greatly, and to which you have added chivalry and endless patience.

My only advice to a daughter who begins to write better than I ever have is, "Let no book of yours be published until you have written one good enough to gain you the Stokes imprint."

I often have told her and Mr. Dakers that I wished to dedicate a book to its publishers—for I should like to write this dedication:—To My Publishers, who are not of the House of Barabbas—and they and I know why I say so.

Very sincerely yours,

LOUISE JORDAN MILN

From L. M. MONTGOMERY
(Mrs. L. M. Montgomery Macdonald)

Author of "Anne's House of Dreams," "Rainbow Valley," "Rilla of Ingleside," "Emily of New Moon," "Emily Climbs," "The Blue Castle," etc.

THE MANSE,
NORVAL, ONTARIO,
August 14, 1926.

DEAR MR. DOMINICK:

It is just ten years since the House of Stokes became my publishers. So it is a sort of anniversary which should, I feel, be commemorated in some way, if only by a brief but heartfelt letter of appreciation.

In those ten years I have never once regretted our "partnership." Your unfailing courtesy, consideration, and "square dealing" have made our connection one of pleasure as well as profit to me and I sincerely hope that this pleasant relationship will continue as long as I am afflicted with the incurable disease of *cacoethes scribendi.*

Yours gratefully,

L. M. MONTGOMERY MACDONALD

From N. HUDSON MOORE
(Mrs. Samuel P. Moore)

Author of "The Old China Book," "Old Glass: European and American," "The Old Furniture Book," "The Old Clock Book," "The Old Lace Book," etc.

100 BERKELEY STREET,
ROCHESTER, NEW YORK,
January 13, 1926.

DEAR MR. STOKES:

I was glad to get your letter and most pleased to express my feelings towards the House of Stokes in general and you in particular. It hardly seems twenty-six years ago since Mr. Ellery Sedgwick, then editor of the *American*—I think—returned an article of mine on "Old Blue China" with a letter saying that he could not use it, but that he believed the F. A. Stokes Company could use a book on that subject.

I wrote you asking if you could use such a book, you replied "Yes," and desired me to prepare a dummy as to words, illustrations, etc.

Imagine the feelings of one who had never written anything longer than a two or three thousand word story! But we had a real author in our town who had written a book and I rushed over to him, and with his assistance prepared the dummy for the "Old China Book." Then began the real work, 78,000 words and more than 100 illustrations. But I did it, and before

the "Old China Book" was finished, I had signed a contract for the "Old Furniture Book," and so it has gone along for all these years, one book after another, twelve in all.

There may be no royal road to any endeavor, but I believe no author ever had a road more pleasantly smooth than mine has been, and for it my grateful thanks are due to you and your firm, the only publishers I ever had.

Twenty-six years is a long time to work together, but it seems a short span when you look back and see nothing but a way of pleasantness and peace.

Most sincerely yours,

N. HUDSON MOORE

From ALFRED NOYES, ESQ.

Author of "The Book of Earth," "Watchers of the Sky," "Tales of the Mermaid Tavern," "Sherwood," "The Enchanted Island and Other Poems," "Some Aspects of Modern Poetry," etc.

85 CADOGAN GARDENS,
LONDON, S. W.,
ENGLAND,
June 25, 1926.

DEAR STOKES:

It was a very pleasant surprise to me to learn from the statement which was recently sent to me, that more than a hundred and fifty thousand volumes of my poems had been sold by your firm. I had never really examined the figures hitherto; and although the total sales in England have been larger, the books have been published here for a longer period; and I didn't suppose that even your firm could have brought the American total to so high a level in the time. I need hardly say how greatly I appreciate all you have done for my books, or how greatly I value our personal association; but I certainly feel that, in your hands, my books are indeed fortunate, and that they owe an immense debt to the foresight that has been exercised, and the real care for the work that has been so generously shown by yourself in the past.

Believe me,

Very sincerely yours,
ALFRED NOYES

From MRS. HELEN FULLER ORTON

Author of "Prince and Rover of Cloverfield Farm," "Bobby of Cloverfield Farm," "Summer at Cloverfield Farm," "Winter at Cloverfield Farm" and "The Little Lost Pigs"

52 BRITTON AVENUE,
ELMHURST, NEW YORK,
February 1, 1926.

MY DEAR MR. STOKES:

Now that my fifth book is in press, it seems to me an appropriate time to tell you how greatly I appreciate and admire the Frederick A. Stokes Company.

You were good enough to find my first book worth offering to the public; and under your enterprising and efficient management, my books have obtained a wider audience each year. With the encouragement and support afforded by you and your splendid organization, the labor of literary effort has been greatly lightened.

My experience with your publishing house leads me to think that among its characteristics are unfailing courtesy, conspicuous intelligence, and absolute fairness even to the point of generosity; also the purpose—fulfilled in a most remarkable degree—to make its activities a public service, in the publication of worthwhile literature and the elevation of the public taste.

I am proud to be counted among the Stokes authors.
With best wishes for a continuation of your well-earned success, I am

Very sincerely yours,

HELEN FULLER ORTON

MR. FREDERICK A. STOKES

From JOSEPHINE D. PEARY
(Mrs. Robert E. Peary)
Author of "The Snow Baby," and "Children of the Arctic"

HOTEL BETHLEHEM,
BETHLEHEM, PA.,
March 29, 1926.

DEAR MR. STOKES:

For some time I have wanted to write you and thank you for your uniform courtesy and attention to each and every detail connected with the books you have published for my husband as well as for me.

Our business relations have been of the pleasantest and I consider that your up-to-date methods have done much toward keeping Admiral Peary's books from becoming obsolete especially since there is so much new Arctic literature published.

Again thanking you, and with best regards, I am

Very sincerely yours,

JOSEPHINE D. PEARY

From STELLA G. S. PERRY
(Mrs. George H. Perry)

Author of "Palmetto," "Come Home," "Barbara of Telegraph Hill," "Girl's-Nest" and "The Kind Adventure"

9 ST. LUKE'S PLACE,
NEW YORK CITY,
January 1, 1926.

DEAR MR. STOKES:

At the turn of the year, when it is traditional to count blessings, I'm going to count one of mine out loud—my publishers.

I cannot believe that any authors say "my publishers" with more real sense of proud possession than the Stokes authors do. For my own part, I think it time I told you, just this once, what I've told everybody else so often during many years—ever since I came in to Stokes, a timid beginner with a slight thing I'd written, and was treated as though I were Kipling.

Ever since then, I've been encouraged, developed, protected—sometimes from myself—by my publishers.

And always I've known that they were as much interested artistically in my work as I could be myself, and as much interested commercially in my end of it as in their own.

Indeed, my publishers have become so much my valued friends that it is awkward to tell them what I feel about them.

But I *can* say that I'm glad that—besides being my friends—they know so well how to "push" books and have such a wonderful organization of salesmen.

With every good wish,

Yours,

STELLA G. S. PERRY

FREDERICK A. STOKES, ESQ.

From AMÉLIE RIVES
(Princess Pierre Troubetzkoy)

Author of "The Queerness of Celia," "Shadows of Flames," "The Ghost Garden," "World's End," etc.

HOTEL WENTWORTH,
59 WEST 46TH STREET,
NEW YORK, N. Y.,
March 29, 1926.

DEAR MR. STOKES:

When I think what a kind friend you have always been to me in addition to being so generous a Publisher, I feel as though I ought to write you a sonnet rather than a mere letter.

Do let me thank you here, as well as words can thank any one for so many appreciative and cordial acts as you have shown me.

I hope also that "The Queerness of Celia" will not be too queer to let the public like her, and that she may bring us both good fortune.

With my most cordial regards, believe me,

Yours sincerely,

AMÉLIE RIVES TROUBETZKOY

From LOUIS RHEAD, ESQ.

Author of "The Basses, Fresh Water and Marine," "American Trout Stream Insects" and "Speckled Brook Trout"

"SEVEN OAKS,"
AMITYVILLE, N. Y.,
January 25, 1926.

MY DEAR MR. STOKES:

It would on my part be a very "unfriendly act" in not expressing my deep gratitude to the firm, and you personally, after nigh unto forty years' delightfully close business relations both as artist and author, and surely, I count it a privilege in having this opportunity to say it—both to you and your good partner Mr. Dominick, and, my sincere wish is that your sons shall copy after to still achieve greater success. Indeed, I know of no one publisher now living, except perhaps, Arthur Scribner, who fits the position of an ideal publisher, courteous, cultured, and a hater of deceit.

With kindest regards,

Yours,

LOUIS RHEAD

From J. A. SPENDER, ESQ.

Author of "The Public Life" and "The Changing East"

CHANTRY PLACE,
MARDEN, KENT,
May 23, 1926.

DEAR SIRS:

Will you let me say how greatly indebted I am to you for the manner in which you have published my book, "The Public Life," and made it known to the American reader. I know from some experience how much thought and care it needs to reach the class of reader to whom such a book appeals, and the steps you have taken seem to me admirably suited to that purpose. I shall always have a grateful recollection of the dealings I have had with you in this and other matters during the last two years.

Yours sincerely,

J. A. SPENDER

FREDERICK A. STOKES CO.

From EDWARD STREETER, ESQ.

Author of "Dere Mable," "That's Me All Over, Mable," "Same Old Bill, Eh, Mable," and "As You Were, Bill"

SIXTEEN WALL STREET,
NEW YORK CITY,
January 25, 1926.

Mr. M. A. Dominick, Treasurer
Frederick A. Stokes Company

DEAR MR. DOMINICK:

As I read your letter this morning outlining the latest vagaries of "Dere Mable," that erstwhile belle, and now rapidly aging spinster, I was reminded of those great days of 1918 when I had the unique experience of sitting in the bottom of a dugout and reading cables which gave terse evidence that the old girl was taking care of my income during my absence.

She is now, I fear, in the twilight of life, and this is probably as good a time as any for me to tell you how much I have appreciated the fine way in which you handled my interests and hers during that hectic period while I was serving in France. If ever a man was in the hands of his publishers, I was in yours, and it is satisfying to be able to say nothing but benefit accrued to me from this situation.

If I hear of any other young fellows who are writing books preparatory to going to war, I shall certainly send them to Frederick A. Stokes.

Sincerely,

EDWARD STREETER

From MISS ELSWYTH THANE

Author of "Riders of the Wind" and "Echo Answers"

50 NORTHERN AVENUE,
NEW YORK CITY,
July 8, 1926.

DEAR MR. STOKES:

It seems to me that to be even distantly connected with Stokes Company is to possess a sort of temporal Guardian Angel, but to come into frequent personal contact with the members of the firm as I have done is an enviable state indeed. My home-comings from these sometimes trying peregrinations into the hinterlands are never quite complete until I have been only welcomed back into the fold at 443 Fourth Avenue. I like coming to the office, anyway—I like it from the ready smile of Mrs. Tracy at the telephone desk inwards and upwards to your own kindly greeting.

As Milne's immortal King has observed, "No one could call me a fussy man, but—" There have been certain inevitable, let us say, discussions, between myself and several of the staff, and nobody has ever been anything but patient with the author's eccentricities. In fact, nobody at Stokes Company ever seems to be in a hurry, or upset—I am too sublimely ignorant of business to appreciate how this is achieved, but it is unique in my experience. One of its chief factors must

be the ardent loyalty which every one in the firm feels for the beloved "F. A."—and I must add that I myself cherish for him an affection which has little or nothing to do with books and royalties.

Most sincerely,

ELSWYTH THANE

From MAJOR PERCIVAL CHRISTOPHER WREN

Author of "Beau Geste," "Beau Sabreur," "The Wages of Virtue," "Stepsons of France," "The Snake and the Sword," "Father Gregory," "Dew and Mildew," etc.

E. I. UNITED SERVICE CLUB,
ST. JAMES'S SQUARE,
LONDON,
April 7, 1926.

Frederick A. Stokes, Esq.
F. A. Stokes Company
New York City

GENTLEMEN:

On the occasion of the issue of the 25th printing of my novel, "Beau Geste," I should like to express my sense of gratitude to you for the way in which the book has been produced, distributed and generally handled.

I feel that although the book evidently has a certain degree of merit, it might very well have missed its great success had it been less enthusiastically, skilfully and sympathetically sponsored.

I should like to add that, to me, it is a great pleasure to have business relationships with gentlemen with whom one has no other contract than "a gentleman's contract," and with whom one needs no other.

I sincerely hope that all my books will be published

by you in America, and I could not wish them to be in better hands.

An author whose books are published in America by the Messrs. F. A. Stokes Company and in England by Mr. John Murray, is fortunate indeed.

With my very heartiest thanks and acknowledgments,

Yours most cordially,

P. WREN,
Major

FINIS

"For hym was levere have at his beddes heed
Twenty bookes, clad in blak or reed,
Than robes riche or fithele or gay sautrie."

The first colophon, used by the Company from 1881 until 1913 when it was replaced by the design now in use.

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